

INDUSTRIAL MILWAUKEE

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LEATHER

The poster cover design
is symbolical of one of
the foremost industries
of Milwaukee—*Leather*.
This is the fourth of a
series which is continued
from year to year in
“*Industrial Milwaukee*”.

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INDUSTRIAL MILWAUKEE

A TRADE REVIEW
1924

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COMMERCIAL SERVICE DEPARTMENT
FIRST WISCONSIN NATIONAL BANK



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ACKNOWLEDGMENT

The co-operation of those who have made this Trade Review possible is sincerely appreciated by this Bank, and by those who find in the report the only reliable information of the kind available concerning the industrial activity of Milwaukee County.

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INDUSTRIAL MILWAUKEE

A Trade Review of 1924

Milwaukee's Industrial Activities in 1924

By R. E. WRIGHT, Manager Commercial Service Department, First Wisconsin National Bank,
(With Reference to Statistics on Pages 10-15)

The total product of Milwaukee manufacturing declined in value about 12.3 per cent from 1923 to 1924. The value of jobbing and wholesale trade fell off 5.7 per cent. Not all branches of the city's industry were affected to a like extent. Metal, textile, and chemical products furnished the largest percentages of decline in manufacturing—11.4 per cent, 16.3 per cent and 42 per cent, respectively. Declines in other groups ranged downward from 7.2 per cent in wood products and allied lines to 5.4 per cent in the leather group. The building group showed an increase of 12 per cent, as last year was one of intense activity in building construction.

The reduction in the value of metal trades output for the year was brought about mainly by declines in iron, steel and heavy machinery amounting to 10.9 per cent and in motor vehicles, parts and accessories amounting to 29 per cent. Increases in value of output are recorded in certain other lines embraced in the general classification of metal trades. Agricultural implements gained 32 per cent, electrical supplies, 9.3 per cent, stamped and enameled goods and structural steel and wire goods, 8.8 per cent and 9.9 per cent respectively and plumbing and steam fitting supplies, 6.6 per cent. Iron, steel and heavy machinery and motor vehicles, parts and accessories, however, are of such preponderating importance in the metal trades group that reductions in these subdivisions affected the result much more than the gains in the others.

The food industry, which is next in importance to the metal trades, lost 6.5 per cent in the value of its products last year. The important subdivisions in this group are packed meats, candy and con-

fectionery, dairy products and milk. The packing industry is 6.0 per cent behind 1923, while candy and confectionery show a loss of 12.9 per cent. Dairy products increased 14.5 per cent and milk 2.1 per cent in spite of the lower price level of these commodities in 1924 as compared with 1923. Flour and cereals show a fall of 25.8 per cent and ice cream, 7.4 per cent.

The textile group had the second largest decline in value of products of all the groups. Declines in this group were rather general. Relative to position in the group, the reduction in knit goods of 20.6 per cent is most significant. After knit goods in order of importance, are declines in clothing of 12.1 per cent, in hats, caps and gloves of 6.4 per cent, millinery and straw goods of 4.4 per cent, woven goods of 28.6 per cent, tents and awnings of 38.4 per cent and bedding, 6 per cent. The unclassified firms in this group showed an increase of 10.6 per cent.

The leather group registered the smallest decline of all, 5.4 per cent. Boot and shoe production lost 9.4 per cent from 1923, trunks, bags, etc., 5.3 per cent and the tanning industry only 1.2 per cent. Harness and saddlery, on the other hand, show a substantial increase. The latter part of the year has been much better in boots and shoes and tannery products than the earlier months. Since July the trend of the entire leather group has been most encouraging.

The two largest items in wood products and allied industries are boxes and containers, and wagons, automobile bodies and wooden boats. Products of the former class declined in value 11.3 per cent compared with 1923, while production in the latter remained approximately

the same. Furniture, musical instruments and caskets each lost about 17 per cent, and toys and baby carriages only 2.9 per cent. Millwork, as might be expected in a record building year, gained over 1923.

The chemical and allied industries group has the largest percentage of decline of all the groups. The "allied" part of the group is much more responsible for this result than the strictly chemical and drug subdivision. Much the largest item in the entire group is gasoline, oils, etc. The large reduction in the value figures here was caused by the very considerable price decline in petroleum products last year compared with the year before.

Nineteen hundred and twenty-four was a record building year exceeding the previous record year of 1923. The building group as a whole, which includes contractors, builders, building materials, etc., shows a gain for 1924 of 12 per cent, which is indicative of the remarkable construction activity in Milwaukee in the past twelve months. The building group is the only one of the eight under consideration which shows a gain over 1923.

The decline in Jobbing and Wholesale business of about 6 per cent was moderate relative to the decline in manufactures. In none of the sub-groups is the reduction compared with 1923 pronounced. In the case of grain, flour, feed and seeds an increase of 3.5 per cent is shown. It is in line with general experience that trade declines neither so rapidly nor so much as manufacturing.

The number of employees as given for each group and sub-group in the tables are averages for the year and therefore, do not indicate the lowest point of unemployment during the year. It will be noticed that the percentages of decline in value of product are, in general, larger than the percentage declines in average number of employees and wages paid. This is because of the tendency of manufacturing firms to hold employees during a period of falling business rather than

to lay them off in proportion to the decline of orders and thus disintegrate the organization. On the other hand, when business becomes better, those already on the payrolls are given more regular employment before others are taken on. For this reason, the number of employees and the wages paid do not in the initial stages of improvement increase as fast as the amount of production.

While there was a general decline in value of product, capital employed, number of employees and wages paid of Milwaukee industries, the amount of goods sold for export increased surprisingly, having risen from \$40,000,000 in 1923 to nearly \$55,000,000 in 1924. Exports of agricultural implements and farm equipment, for example, went up from \$2,876,000 in 1923 to \$14,693,000 in 1924. Tanners report an export business of \$4,195,000 in 1924 against \$2,890,000 in 1923. Knit goods exports rose from \$2,430,000 to \$4,050,000. On the other hand, there was a slight decrease in exports of packing house products. While the export business of Milwaukee industries is only 8 per cent of the total value of products, it is nevertheless of more than passing interest to find that the trend is upward.

One might argue pessimistically from the bare figures of Milwaukee production and trade for 1924 if he ignored aught else. If, however, he took account of the upward trend of manufacturing and employment in progress since July or August, he would conclude that even if 1924 showed less favorable results than 1923, the year 1925 would in all probability go far to even up the score. We tend to reckon all things by calendar years, but a cycle of business may begin anywhere in a year and end anywhere. Prosperity may be the lot of business for a few months and then may come decline. The calendar year has to take what comes, the better mixed up with the worse. Thus it was with the year now ended. It began well and ended well, but was poor in the middle.



The Economic Trend in 1924

By FRANCIS W. DICKEY, Economist, First Wisconsin National Bank

The world, economically considered, is more nearly like the world of pre-war years than at any time since the war. Heretofore, business at home has been unbalanced because of the relatively low prices of agricultural products and trade with Europe has been unbalanced because of the financial instability and low productivity of European peoples. The year 1924 has been notable for the progress made in clearing up both of these adverse situations. The full productive power of this country could not be exerted as long as a third of the population could not take their normal share of the commodities produced and the risk of producing a surplus was the greater in view of the impoverished condition of European markets.

It cannot be said that all has been accomplished that can be toward restoration of agricultural prosperity in this country or that European economic recovery is now a full-fledged fact. Problems such as these are not settled at one stroke and it would not be wise to act as if they were. However, the events of 1924 are very reassuring. The foundations for good business are much more secure than they were prior to this year and therefore an expansion of manufacturing volumes is likely to be better sustained and to last longer.

The rather rapid increase in manufacturing around the first of last year proved abortive. The high activity from December to March was largely confined to the iron and steel and automobile industries. Toward the end of the first quarter, buying became increasingly conservative and the incipient boom was checked.

Confidence in a sustained revival of business in early 1924 was lacking. The year previous had been one in which many production records had been broken. It was felt that accumulations of stock were still too heavy to admit of much expansion of manufacturing. Political conditions growing out of sensational occurrences in Congress also were adverse. The net result was that buyers clung to conservative tenets and a sharp reversal of the early trend was forced from March on to July.

During this period of manufacturing curtailment, commodity distribution was well sustained, building construction was

active and money instead of tightening, became easier as the year advanced. The decline during the two middle quarters of 1924 is sometimes referred to as a depression. In all respects, except in the falling off of manufacturing and employment, it lacked the characteristics of depression. Confidence, which had been weak at the beginning of the year, suddenly revived when grain prices rose and European stabilization entered the domain of possibility through acceptance of the Dawes plan. In July, a turning point was reached and the rest of 1924 is a story of recovery especially marked after the election.

Easy money was a governing influence in 1924. Primarily, this was due to continuously large receipts of foreign gold; secondarily, to the fact that most industrial firms were in a liquid condition and did not require unusual bank accommodation. Banking figures for last year show deposits rising above loans and discounts, investment of surplus funds in securities and rapid discharge of indebtedness to Federal Reserve banks. The latter, as their loans and discounts went down, became purchasers of bank acceptances and government securities and thus contributed to the ease of the money market through the increase of deposits to the credit of member banks.

Events have moved rapidly in the last two months of the year. We have had a strong and well sustained upward movement in stocks with a market turnover greater than at any time since 1901. Buyers of raw materials and merchandise have shown their confidence by expansion of commitments. Manufacturing is increasing in activity, particularly in iron, steel and allied trades and in textiles. The price level is 10 per cent higher than it was in July. The recent tendency of interest rates to stiffen gives indication that business demand is making inroads upon surplus loanable funds.

Talk of inflation is already heard. Expansion and inflation are commonly confused. So far, the expansion of business has been along sane and healthful lines. If it continues to be so, we may have a prolonged period of good business. It should be remembered, however, that good business conditions are not the result of chance or miracle, but of sound thought, efficient labor and avoidance of extremes.

The Civic Center

By WILLIAM H. SCHUCHARDT, President, Board of Public Land Commissioners

There has been much needless confusion in the minds of many regarding the so-called Civic Center and in view of the considerable misinformation carelessly or perhaps unintentionally given the public a clear outline of its advantages and expectations may, with propriety, be stated again and again.

The Civic Center program contemplates purchasing land only for future public building. It does not contemplate the erection of public buildings except at such times as they may be required. It does not contemplate the expenditure of seventy or eighty millions of dollars during the next twenty or thirty years.

The area designated as the Civic Center is convenient to the heart of the city and will be increasingly so as time goes on. That means that future public buildings will not be scattered. Their location will not depend on what real estate may or may not be available when those buildings are required. The Civic Center area will assure an orderly arrangement of public buildings, it will add dignity and beauty to each of the buildings by virtue of their relation to one another and by the architectural harmony which will, we hope, prevail. It will make for increased convenience to the public and for greater efficiency in the departments housed in the group.

The Civic Center program is a project distinct and separate from the Cedar-Biddle Street project. The latter is purely a traffic consideration. The Civic Center project is purely a practical scheme to promote economy, convenience and civic beauty. It is, however, a by-product of the traffic consideration.

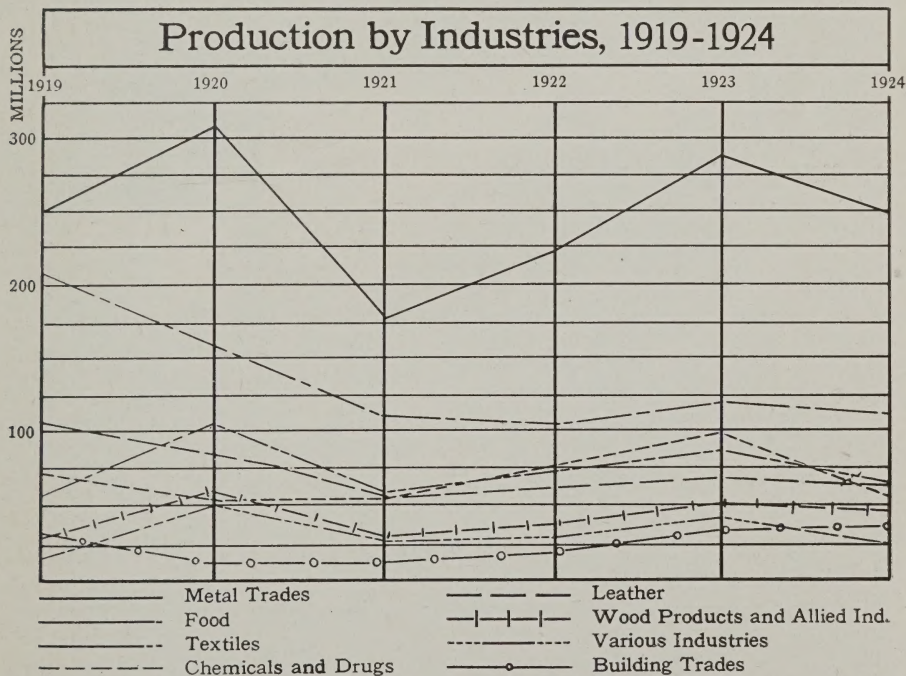
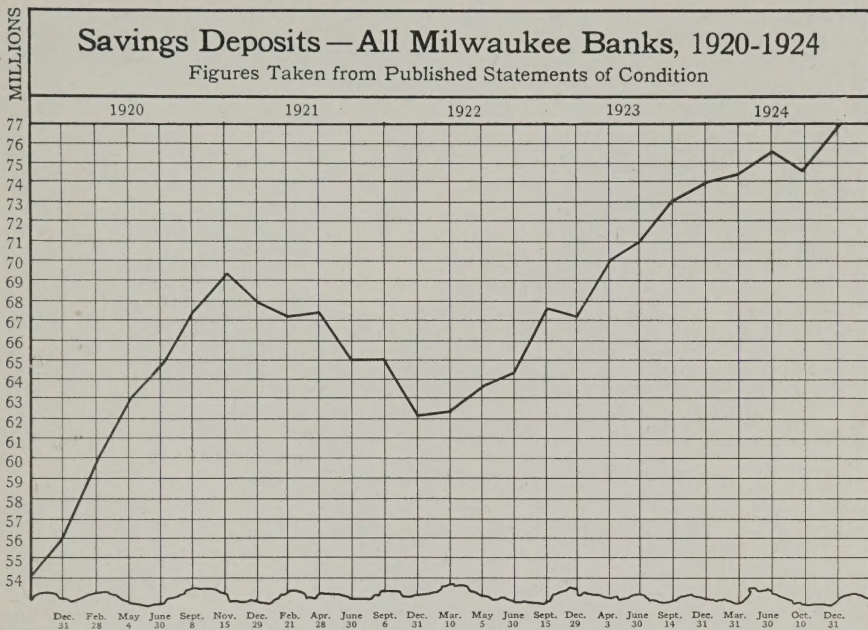
The high hill on Cedar Street, west of Sixth Street, makes it advisable to "tack" traffic by diverting it north and south at Ninth Street. The high area directly west of Ninth Street, therefore, becomes an admirable site for a dominating architectural note (the proposed Courthouse) in a group of buildings and the area between Sixth and Ninth Streets and between Wells and Cedar makes an admirable site for the less dominating buildings in the group. The remarkable topographical advantages of this entire area for the grouping of public buildings has been recognized by the leading city planners of the country, who have

strongly urged the development of the Civic Center as a duty to future generations.

The Civic Center area, besides being an outgrowth of peculiar topographical conditions, besides being within a few blocks of the heart of the city, and besides being a by-product of a traffic problem solution happens also to lie in what is technically termed a "blighted district." A "blighted district" is one in which the improvements are old and more or less depreciated in value and in which new improvements are not likely to be made. Such an area is naturally comparatively low in cost and it seems but the part of common intelligence to acquire it when it is in that condition. If that area is not acquired now, if property for future public buildings is to be purchased only when those buildings may be required, it will very likely be impossible to find convenient sites except at an exorbitant price, and the alternatives then will be either to pay such large prices or to erect the buildings in outlying districts where lower prices obtain. Only against such a penny-wise and pound-foolish policy may be brought the oft-repeated charge of extravagance. To charge extravagance against the accepted policy of purchasing this admirable area for future uses at this time indicates either a misconception of the underlying reasons for it or an illogical mind.

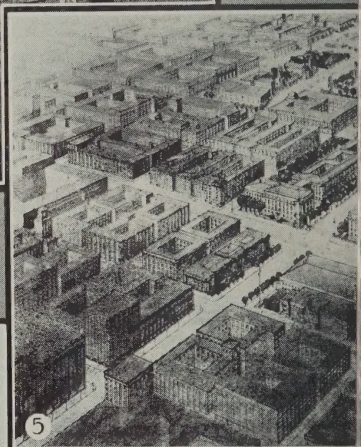
It has often been said, and I think erroneously so, that there is little public spirit among the citizens of Milwaukee. Public spirit is largely based on civic pride and the latter is very much the child of civic beauty. Heretofore we have wasted many opportunities to make this the most beautiful city in the country. We refused to acquire the river fronts north of the dam and we have almost disregarded the beauty and advantages of the lake front.

The Civic Center offers another nucleus around which to build civic pride. It will not only make Milwaukeeans proud of their city but it will be an everlasting advertisement of the character of this commonwealth. Developed in its beauty and dignity, the Civic Center will proclaim Milwaukee to the world as a city of quality and her people may then justly say with St. Paul of old, "I am a Citizen of no mean City."



The Old Ore —Yielding the

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Milwaukee Industrial Statistics

Compiled by the Commercial

FIRST WISCONSIN

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
METAL TRADES INDUSTRY.....	480	474	51,101	45,927	\$ 82,695,655
FOOD INDUSTRY.....	132	141	11,330	10,753	14,428,136
TEXTILE INDUSTRY.....	147	149	16,766	14,863	18,602,887
LEATHER INDUSTRY.....	66	69	12,426	12,717	14,960,981
WOOD PRODUCTS AND ALLIED INDUSTRY.....	139	144	9,874	8,737	16,140,273
CHEMICAL AND ALLIED INDUSTRIES.....	88	111	5,952	4,244	9,765,311
BUILDING TRADES INDUSTRY.....	233	222	6,461	5,261	8,193,423
VARIOUS INDUSTRIES.....	191	226	7,141	7,254	10,020,178
TOTAL MANUFACTURING.....	1,476	1,536	121,051	109,756	\$174,806,844
JOBBER AND WHOLESALE BUSINESS.....	176	165	6,321	5,944	10,934,621
GRAND TOTAL.....	1,652	1,701	127,372	115,700	\$185,741,465

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
METAL TRADES INDUSTRY					
Iron, steel and heavy machinery.....	264	243	27,900	25,993	\$46,886,991
Agricultural implements and farm equipment	9	8	2,293	2,091	3,568,986
Electrical supplies.....	26	31	4,964	4,932	5,407,226
Electroplating	6	6	89	73	123,275
Furnaces and stoves.....	8	13	2,115	1,452	3,146,366
Hardware	15	19	135	193	195,532
Motor vehicles, parts and accessories....	49	53	7,817	5,541	15,247,420
Plumbing and steam-fitting supplies.....	18	18	1,394	1,384	1,989,650
Stamped and enameled goods.....	10	10	1,926	1,777	2,396,343
Structural iron and wire goods.....	19	18	1,326	1,407	2,113,857
Sheet metal goods.....	52	51	953	927	1,406,027
Wire goods.....	4	4	189	157	213,982
TOTAL.....	480	474	51,101	45,927	\$82,695,655

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
FOOD INDUSTRY					
Bakery goods.....	26	27	1,444	1,386	\$ 1,908,431
Beverages	14	16	577	510	999,586
Candy and confectionery.....	28	29	3,690	3,379	3,184,949
Dairy products.....	11	10	102	108	180,640
Milk dealers.....	6	6	1,165	1,080	1,879,939
Ice cream.. ..	8	9	360	308	590,415
Packed meats.....	9	9	3,104	3,180	4,319,382
Sausages	17	18	425	359	688,958
Flour and cereals.....	5	4	282	226	441,862
Unclassified	8	13	181	217	233,974
TOTAL.....	132	141	11,330	10,753	\$14,428,136

Summary, 1923-1924

Service Department

NATIONAL BANK

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 73,246,909	\$221,801,810	\$200,283,117	\$279,583,416	\$247,918,502	\$11,862,725	\$13,477,693
14,555,783	42,744,904	44,403,172	119,284,354	111,442,133	20,589,179	20,288,152
17,285,139	34,608,271	30,282,083	80,177,939	67,034,036	2,456,917	2,680,000
14,990,623	48,954,840	49,493,972	66,090,221	62,523,020	3,025,000	4,287,168
13,621,953	26,125,807	25,702,481	51,275,643	46,875,110	17,089	18,500
7,004,726	33,499,166	20,078,116	93,376,068	54,190,182	646,920	194,050
9,035,770	9,183,693	9,661,187	30,360,452	34,064,952	18,470	5,000
11,019,522	20,103,279	21,229,934	36,670,646	26,857,824	547,413	52,888
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\$160,760,425	\$437,021,770	\$401,134,062	\$756,818,739	\$650,905,759	\$39,163,713	\$41,003,451
10,415,468	53,895,875	49,749,132	195,848,846	184,763,433	840,000	2,381,569
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\$171,175,893	\$490,917,645	\$450,883,194	\$952,667,585	\$835,669,192	\$40,003,713	\$43,385,020

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$43,397,146	\$144,885,593	\$124,057,078	\$138,827,675	\$123,578,022	\$ 7,224,743	\$ 6,874,120
3,863,768	9,309,009	11,383,816	11,435,846	15,138,740	2,876,200	4,770,200
6,693,210	12,454,076	11,726,680	18,055,324	19,734,991	302,400	403,400
127,266	138,474	214,834	261,152	236,391		
2,148,875	5,989,444	4,917,092	11,581,071	8,090,843	50,000	
287,270	532,375	546,281	682,533	1,011,832	2,500	4,950
8,272,261	32,857,290	27,674,103	70,234,533	49,764,570	1,328,530	1,336,663
2,175,639	3,944,145	4,352,678	5,723,881	6,101,956	30,000	82,500
2,179,454	6,177,090	6,336,642	8,073,679	8,789,577	48,000	5,000
2,551,756	3,725,249	5,071,629	7,738,323	8,507,958	152	860
1,365,689	1,235,251	3,572,844	5,877,788	5,957,124	200	
184,575	553,814	429,440	1,091,611	1,006,498		
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\$73,246,909	\$221,801,810	\$200,283,117	\$279,583,416	\$247,918,502	\$11,862,725	\$13,477,693

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 1,971,896	\$ 3,801,144	\$ 3,940,211	\$ 7,577,342	\$ 7,668,677		
1,061,992	7,268,099	7,347,958	3,270,194	2,502,512	\$ 10,000	\$ 5,200
3,194,656	10,010,477	8,820,285	20,067,231	17,476,971	3,900	15,175
193,150	551,425	594,201	3,636,431	4,162,587		
2,028,958	2,154,137	2,704,238	10,774,236	11,004,710		
551,535	2,430,404	1,385,016	3,504,376	3,244,786		
4,310,136	11,005,955	12,023,250	59,251,335	55,675,653	19,961,779	19,764,777
624,333	1,489,594	1,354,322	3,993,545	4,015,159	10,000	
375,863	2,078,355	2,555,890	5,790,664	4,292,384	600,000	503,000
243,264	1,955,314	3,677,801	1,419,000	1,398,694	3,500	
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\$14,555,783	\$42,744,904	\$44,403,172	\$119,284,354	\$111,442,133	\$20,589,179	\$20,288,152

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
CHEMICAL AND ALLIED INDUSTRIES.....					
Chemicals, drugs, etc.....	29	49	1,087	999	\$1,711,838
Dyeing	23	21	325	387	450,240
Gasoline, oils, etc.....	16	18	1,403	1,153	2,608,337
Paints and varnish.....	8	9	646	684	874,965
Glass	1	2	3	4	5,533
Unclassified	11	12	2,488	1,017	4,114,398
TOTAL.....	88	111	5,952	4,244	\$9,765,311

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
TEXTILE INDUSTRY					
Clothing	48	51	3,857	3,578	\$ 4,343,114
Hats, caps and gloves.....	19	18	1,364	1,174	1,299,735
Millinery and straw goods.....	10	10	1,266	1,287	1,369,117
Tents and awnings.....	10	10	140	86	156,211
Bedding	8	8	204	199	256,206
Knit goods.....	38	34	9,339	7,957	10,492,439
Woven goods.....	3	4	248	213	363,734
Unclassified	11	14	348	369	322,331
TOTAL.....	147	149	16,766	14,863	\$18,602,887

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
LEATHER INDUSTRY					
Boots and shoes.....	32	36	7,400	7,695	\$ 8,230,377
Harness and saddlery.....	9	7	143	161	193,267
Tanneries	17	17	4,557	4,490	6,097,199
Trunks, bags, etc.....	7	7	318	336	427,154
Unclassified	1	2	8	35	12,984
TOTAL.....	66	69	12,426	12,717	\$14,960,981

	No. of Firms		No. of Employees		Wages Paid
	1923	1924	1923	1924	1923
WOOD PRODUCTS AND ALLIED INDUSTRIES					
Boxes and containers.....	31	31	3,006	2,819	\$ 3,737,955
Caskets	2	2	108	96	179,575
Furniture	36	30	1,677	1,287	2,195,936
Millwork	21	26	1,503	1,574	2,956,512
Musical instruments.....	14	16	787	664	1,120,411
Paper and pulp articles.....	11	10	667	354	871,768
Wagons, automobile bodies and wooden boats.....	18	23	1,841	1,678	4,792,966
Toys and baby carriages.....	5	5	270	250	273,150
Unclassified	1	1	15	15	12,000
TOTAL.....	139	144	9,874	8,737	\$16,140,273

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$1,550,491	\$ 7,287,249	\$ 4,446,095	\$12,772,840	\$10,322,129	\$ 24,920	\$ 4,050
532,255	416,067	422,171	961,477	1,022,616		
2,256,104	9,923,404	7,959,062	46,240,024	23,291,452	22,000	10,000
1,109,184	4,057,220	4,337,332	9,498,522	7,992,971		
6,900	10,000	15,000	8,500	13,500		
1,549,792	11,805,226	2,898,456	23,894,705	11,547,514	600,000	180,000
\$7,004,726	\$33,499,166	\$20,078,116	\$93,376,068	\$54,190,182	\$646,920	\$194,050

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 4,067,615	\$ 5,995,270	\$ 6,105,859	\$16,931,585	\$14,882,077		\$ 20,000
1,479,023	2,459,904	2,933,457	5,725,093	5,357,961		
1,403,324	1,731,845	1,651,016	5,108,025	4,880,111	\$ 24,842	10,000
105,532	250,758	212,145	727,775	448,169		
255,599	724,000	745,000	1,302,000	1,223,152		
9,403,418	21,939,427	17,207,176	48,085,359	38,171,488	2,430,075	2,650,000
218,888	825,976	687,342	1,176,000	839,324		
351,740	681,091	740,088	1,122,102	1,231,754	2,000	
\$17,285,139	\$34,608,271	\$30,282,083	\$80,177,939	\$67,034,036	\$2,456,917	\$2,680,000

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 8,235,925	\$14,842,471	\$15,466,606	\$35,844,936	\$32,440,132	\$ 125,000	\$ 82,400
190,638	152,245	195,453	817,886	983,351	10,000	10,000
6,087,083	33,169,269	33,049,361	27,994,406	27,637,941	2,890,000	4,194,768
418,276	750,965	691,212	1,347,993	1,276,474		
58,701	39,890	91,340	85,000	185,122		
\$14,990,623	\$48,954,840	\$49,493,972	\$66,090,221	\$62,523,020	\$3,025,000	\$4,287,168

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 3,522,308	\$10,039,595	\$ 8,618,799	\$17,805,412	\$15,780,208	\$ 2,500	\$ 1,500
182,094	515,000	527,000	627,000	514,901		
1,870,097	4,552,449	3,682,739	6,493,538	5,359,819	996	
2,794,183	5,028,678	5,179,638	7,725,667	7,901,440	1,530	3,500
913,698	1,517,770	3,026,058	3,134,144	2,578,417	9,563	8,500
593,065	1,361,355	1,042,686	3,182,783	2,431,661	2,500	5,000
3,497,008	2,710,960	3,152,161	11,525,099	11,548,664		
237,500	370,000	443,400	740,000	718,000		
12,000	30,000	30,000	42,000	42,000		
\$13,621,953	\$26,125,807	\$25,702,481	\$51,275,643	\$46,875,110	\$17,089	\$18,500

VARIOUS INDUSTRIES	No. of Firms		No. of Employees		Wages Paid 1923
	1923	1924	1923	1924	
Artificial limbs.....	3	4	14	13	\$ 29,882
Brooms and brushes.....	9	11	174	173	178,606
Cigars and tobacco.....	26	26	640	461	710,299
Dental supplies.....	12	3	113	138	197,823
Printing and allied trades.....	113	134	3,262	3,409	4,809,923
Unclassified	28	38	2,938	3,060	4,093,645
TOTAL.....	191	226	7,141	7,254	\$10,020,178

BUILDING TRADES INDUSTRY	No. of Firms		No. of Employees		Wages Paid 1923
	1923	1924	1923	1924	
Contractors and builders.....	46	45	3,160	2,361	\$3,768,060
Building materials.....	67	58	890	964	1,376,001
Electrical contractors.....	9	10	588	508	641,820
Painting and decorating.....	27	28	344	298	613,090
Paving, etc.....	6	5	395	120	379,200
Plumbing and heating contractors.....	67	63	890	816	1,109,821
Art glass and mirrors.....	9	11	119	128	171,516
Unclassified	2	2	75	66	133,915
TOTAL.....	233	222	6,461	5,261	\$8,193,423

JOBGING AND WHOLESALE BUSINESS	No. of Firms		No. of Employees		Wages Paid 1923
	1923	1924	1923	1924	
Coal and coke.....	23	22	1,629	1,421	\$ 3,247,825
Drygoods	11	11	295	247	612,037
Groceries and produce.....	57	54	1,551	1,583	2,448,499
Grain, flour, feed and seeds.....	46	38	841	699	1,381,212
Hardware and machinists' supplies.....	5	5	975	938	1,596,360
Lumber	17	15	621	625	961,925
Paper jobbing.....	10	10	343	334	565,950
Unclassified	7	10	66	97	120,813
TOTAL.....	176	165	6,321	5,944	\$10,934,621

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 35,360	\$ 33,369	\$ 47,434	\$ 68,833	\$ 78,946		
253,693	411,381	486,001	707,986	722,342	\$ 4,000	\$ 4,017
555,062	2,023,464	1,428,696	7,353,353	4,567,179	888	600
220,457	298,876	309,782	773,449	907,360		
5,615,496	6,617,698	7,694,888	12,493,413	14,110,466	7,525	9,863
4,339,454	10,718,491	11,263,133	15,273,612	6,471,531	535,000	38,408
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\$11,019,522	\$20,103,279	\$21,229,934	\$36,670,646	\$26,857,824	\$547,413	\$52,888

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$4,652,021	\$2,919,130	\$3,675,691	\$12,983,522	\$16,784,932		
1,786,969	2,534,419	3,646,885	8,256,645	9,118,393		
616,824	896,000	832,100	2,453,278	2,656,657	\$ 9,470	
537,302	523,996	446,663	1,147,121	1,142,868	9,000	\$5,000
111,000	550,240	115,000	1,262,896	410,000		
1,004,574	672,802	665,101	3,272,652	3,057,595		
220,080	183,519	182,247	686,338	680,507		
107,000	903,587	97,500	298,000	214,000		
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\$9,035,770	\$9,183,693	\$9,661,187	\$30,360,452	\$34,064,952	\$18,470	\$5,000

Wages Paid 1924	Capital Employed		Value of Product		Export Business	
	1923	1924	1923	1924	1923	1924
\$ 2,721,365	\$19,513,313	\$17,483,134	\$49,432,284	\$45,481,839		\$ 82,000
598,092	2,942,654	3,011,396	9,414,496	8,635,004		
2,609,844	7,371,028	6,584,468	41,778,492	37,720,256		650,000
1,160,336	8,482,464	8,833,512	62,945,759	63,166,904	\$840,000	1,649,569
1,602,144	9,904,832	7,719,010	15,359,423	12,983,136		
964,528	3,477,064	3,997,231	10,812,832	10,518,265		
577,830	1,721,088	1,676,907	5,014,967	5,058,512		
181,329	483,432	443,474	1,090,593	1,199,517		
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\$10,415,468	\$53,895,875	\$49,749,132	\$195,848,846	\$184,763,433	\$840,000	\$2,381,569



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Milwaukee in 1924

The health record of Milwaukee for 1924 was the best in the city's history. The death rate is estimated at 9.6 per thousand.

Milwaukee's exports for 1924 were valued at \$4,391,400 — an increase of nearly three million dollars over 1923.

Milwaukee's building record was broken during 1924, with close to \$50,000,000 worth of new building operations inside the city limits alone.

36,802 building permits were issued during 1924 — the construction cost to be \$45,420,072.

During 1924, 154,557 persons attended lectures given at the Public Museum.

Total attendance in Milwaukee parks was 5,591,599.

Nearly one-fifth of all auto licenses issued in Wisconsin in 1924 were issued to Milwaukeeans.

The circulation of books by the Milwaukee Public Library was 3,087,954, an increase of 24.1 per cent over 1923.

67,360 children were enrolled in the public schools during 1924. The annual cost of operating Milwaukee's \$13,000,000 plant is over \$5,000,000.

During 1924, 263,500,000 pieces of mail of all classes were handled in the Milwaukee post office, of which 66,900,000 were for local delivery. The total represents a gain of approximately 19,000,000 pieces over last year.

Sewers constructed in 1924 totaled 12.028 miles, making Milwaukee's total mileage 578.308.